**Eastern Mediterranean University**

**Faculty of Tourism**

**Strategic Plan**

**2023-2028**

**Strengths - Priorities- Core values - Opportunities – Challenges**

**1. Strengths**

* Our accreditations
* Practical and quality education
* International achievements

**2. Priorities**

* Increasing the number of academic and technical staff
* Prioritizing the promotion of our faculty
* Improving the infrastructure of our faculty’s building

**3. Core values**

* Expertise/Professionalism
* Good intention
* Work ethic
* Accountability

**4. Opportunities**

* Safety of our country
* Development of the job opportunities the in world tourism market
* Stability of our country compared to other Middle Eastern countries
* Lower cost of education compared to overseas competitors
* Visa-free access to the country for many countries
* New touristic developments in our country

**5. Challenges**

* Competition due to increasing number of universities in the country
* Being a politically unrecognized country
* High cost of living
* Instability of exchange rates

**SWOT ANALYSIS (Diagnosis)**

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| **Strengths**   * Our accreditations * Practical and quality education * International achievements | **Priorities**   * Increasing the number of academic and technical staff * Prioritizing the promotion of our faculty * Improving the infrastructure of our faculty’s building |
| **Opportunities**   * Safety of our country * Development of the job opportunities the in world tourism market * Stability of our country compared to other Middle Eastern countries * Lower cost of education compared to overseas competitors * Visa-free access to the country for many countries * New touristic developments in our country | **Challenges**   * Competition due to increasing number of universities in the country * Being a politically unrecognized country * High cost of living * Instability of exchange rates |

**6. Mission**

Our mission is to provide education at an international standard in order to develop individuals with entrepreneurial and professional skills and ethical values towards other individuals, the public and the environment as well as making a difference with quality scientific research.

**7. Vision for the end of the 2028 Academic Year**

Our vision is to be the leading Tourism Faculty in the Mediterranean region with all our graduates employed.

**8. What is needed to transform our vision to reality?**

1. **Increasing the quality of our education** and the motivation of our faculty
2. Forming **collaborations** with distinguished international education institutions, societies andtourism businesses
3. **Focusing** on **our promotion** in other countries

**9. Action Plan**

**9.1 Increasıng our Educational Quality and Motivation**

**Team Members:** Hasan Kılıç, Özlem Altun , Güven Ardahan, İlkay Yorgancı Maloney, Mine Haktanır, and Rüçhan Kayaman

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| **ACTIVITY** | **RESOURCES** | **PERSON RESPONSIBLE** | **TIME FRAME** | **E. CRITERIA** |
| 1. Relations with Employers: Workshop: Finding out about public and private sectors’ and NGOs’ expectations (curriculum, internship protocols, employment opportunities) 2. Update of our curriculum (improvement of educational programs in line with the feedback) 3. Development of relations with students   3.1. Pre-registration: Promoting our faculty to students who gain admission to our programs through our web page.  3.2. Administrative, Social and Academic Topics: Provision of administrative, social and academic one-to-one services during the educational period.  3.3. Student Welfare:  Accommodation, bureaucracy, transportation, food-beverage, financial aid, student clubs and social aid | TH 400  Meeting Room  Computer  Projector  TH 400  Meeting Room  Computer  Projector  All administrative and academic staff, secretariat, web-page (tourism.emu.edu.tr), student information office, complaint box, student handbook  Faculty Board  Social and Cultural Activities Directorate, Clubs  EMU Rectorate | Prof. Dr. Ali Öztüren  Curriculum Committee  Assist. Prof. Dr. İlkay Yorgancı Maloney  Assoc. Prof. Dr. Mine Haktanır  Assist. Prof. Dr. M. Güven Ardahan  Özlem Altun  Prof. Dr. Ali Öztüren  Assist. Prof. Dr. Rüçhan Kayaman  Prof. Dr. Ali Öztüren  Assist. Prof. Dr. Rüçhan Kayaman | Every year, prior to the Spring Semester registration week  At the beginning and end of every academic term  Every week  From the day of start till graduation  From the day of start till graduation | Minimum 3 participants from public sector, minimum 5 participants from private sector and minimum 3 participants from NGOs  Programs will be updated in line with feedback  All information will be updated  0 complaint  0 student loss |
| 4. Specifying the recent sectoral career demands and expectations | TH 400  Meeting Room  Computer  Projector | Career Development Committee | At the beginning of each academic term | Tourism Sector Advisory Board Interview Results |
| 5. Making the internship activities more active | TH 400  Meeting Room  Computer  Projector | Internship Committee | During 2023 Academic  Year | \*Revisal of internship regulations  \*Evaluation of post-internship student satisfaction  \*Organisation of pre-internship informative meetings  \*Settling agreements with places of internships (min. 10)  \*Improving internship opportunities abroad (min. 10) |
| 6. Organising educational programs and seminars contributing to the professional skills development of our students | TH 400  Meeting Room  Computer  Projector | STHM  Curriculum Committee  Career Development Committee | At the end of each academic term | Tourism Sector Advisory Board Interview Results |
| 7. Increasing the motivation of academic staff | Meeting Room  EMU Beach Club  Tower Restaurant | Social Activities Committee | At the beginning of each academic term | An increase in the academic staff satisfaction by 30% compared to the previous semester  Having social events at the beginning of every semester and on special days (minimum 4 events) |
| 8. Strengthening the postgraduate and doctoral degree programs | TH 400  Meeting Room  Computer  Projector | Faculty Board  Postgraduate Program Development Committee | At the end of every academic year | \*Increasing the number of publications in journals appearing in academic indexes by 10%  \*Opening gastronomy postgraduate program  \*Creating practice based internship opportunities at postgraduate programs |
| 9. Activating the Tourism Research Center | Tourism Research Center (TH400)  Computer | Faculty Board  Tourism Research Center Administration | 2016-2023 Spring Semester | Organising a conference once a year  Publishing an international journal  Recruiting research assistants  Purchasing hardware  Preparing a webpage |
| 10. Improving the faculty | TH 400  Meeting Room  Computer  Projector  Rauf Raif Denktaş Culture and Congress Center | Faculty Board | At the end of each academic year | Participation in conferences, organising academic meetings, increasing the annual participation in educational seminars by 5% |
| 11. Strengthening the academic infrastructure | University Budget | Faculty Board | At the end of each academic year | Recruiting new academic staff,  Organising in-service training programs every semester to ensure the development of the existing academic structure |
| 12. Strengthening the physical infrastructure | University Budget | Faculty Board | At the end of each academic year | Activating the two application labs and one application hotel  Modernising the classrooms |
| 13. Offering certificate programs targeted towards the sector and community | University Budget | Faculty Board  Continuing Education Center | Every academic semester | Opening certificate programs in 6 different areas. |
| 14. Applying necessary changes on the curriculum regarding entrepreneurship, ethics and environmental issues. |  | Curriculum Committee | 2016-2023 Academic Year | Revising the content of courses |

**9.2 COLLABORATION WITH PROMINENT INTERNATIONAL INSTITUTIONS/ASSOCIATIONS OF EDUCATION AND TOURISM ENTERPRISES**

**Team members:** Ilkay Yorgancı, Ali Öztüren,Nazenin Ruso, Hüseyin Bilsen, Ali Özduran, Tuna Karatepe

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| **ACTIVITY** | **RESOURCES** | **PEOPLE RESPONSIBLE**  **(TEAM LEADER)** | **TIME FRAME** | **E. CRITERIA** |
| 1. Specification of the top 3 tourism facultys, hotels, and organisations worldwide  2. Contacting the specified 3 facultys, hotels and tourism organisations and establishing collaborations and clarifying the details of the collaboration  3. Student-faculty exchange, summer faculty, seminar ad other organisations for 2024.  4. Comparison of the mission and vision of the specified universities with ours  5. Analysis of the programs and curricula in the specified facultys  6. Analysis of the instructional methodology techniques employed in the facultys specified  7. Analysis of the biographical information of the academic staff members at the specified facultys (specification of the expert, academician ratio)  8. Analysis of the marketing, promotional, and advertising strategies of the specified facultys  9. Analysing the sectoral relations of the specified facultys  10. Analysis of the practices of the specified facultys regarding facilities and the infrastructure, technological developments and environmental organisation.  11. Analysis of the practical application environments/units of the specified facultys.  12. Carrying out research on the employment opportunities provided for graduates of the specified facultys  13. Analysing the on and off campus organisations and social activities  14. Analysing the student advisorship policies in specified facultys | Internet  Human Resources  Fax, e-mail, telephone,internet  Human resources  Budget, transportation, accommodation, faculty facilities and equipment (for 2024)  Internet and  Human resources  Internet and  library  Internet and  Course outline  Internet, telephone and fax  Brochure, handbook, internet, poster, telephone and fax  Internet, telephone and fax  Internet, telephone and fax  Internet, brochure, handbook, leaflet  Internet, human resources  Internet, human resources  Internet, telephone and fax | Hüseyin Bilsen  Hüseyin Bilsen  Ali Özduran  Ali Öztüren  Tuna Karatepe  Nazenin Ruso  Ilkay Yorgancı  Hüseyin Bilsen  Ali Özduran  Tuna Karatepe  Nazenin Ruso  Tuna Karatepe  Nazenin Ruso  Ilkay Yorgancı | 18/02/2023  16:30  24/03/2023  16:30  27/10/2023  16:30  17/06/1017  16:30  27/10/2023  16:30  27/10/2023  16:30  27/11/207  16:30  28/02/2023  16:30  16/02/2024  16:30  29/06/2024  16:30  27/10/2024  27/10/2024  28/02/2025  28/02/2025 | Specification of top 3 universities, hotels and tourism organisations through using official sources.  Ensuring that communication has been established with the specified organisations and that the details have been made clear  Specification of the budget in figures, ensuring that the planning of the organisations has taken place  As a result of the comparison, determining the possible missing points in our mission and vision and recommendations for change or expression of the suitability of our existing mission and vision  Evaluation of our existing program and curriculum and determining the extent of possible change  Specification of the methods increasing the student production in our department by considering the methods applied in the specified 3 facultys  Specifying the condition of our academic staff and their comparison with the academic staff in the specified facultys.  Comparison of the advertising, marketing and promotional strategies employed in these facultys with those applied in our facultys and providing recommendations if and when needed.  Analysis of the sectoral relations of the specified facultys, comparison of it with our relations with sector and specification of strong and weak aspects.  Comparison of specified activities with those in our faculty and recommendation of the selected ones for their application in our faculty.    Presentation of necessary recommendations for facilities and settlings where application work will take place.  Discussing the suitability of the recruitment opportunities made available for the graduates of specified facultys for our faculty.  Specifying suitable social activities out of those analysed and putting them into practice both during courses and extra curricular activities  Integrating the positive image and applications obtained in the area of student advisorship into our departmental system. |

**9.3 FOCUSING ON OUR FACULTY’S PROMOTION AT INTERNATIONAL LEVEL**

**Team Members:** Rüçhan Kayaman, Özlem Altun, Mine Haktanır, Hamed Rezapouraghdam, Ali Özduran

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| **ACTIVITY** | **RESOURCES** | **PERSON RESPONSIBLE** | **TIME FRAME** | **E. CRITERIA** |
| 1. Seminars and workshops to be organised abroad by STHM academic staff  2. Seminars and workshops to be organised at the university by STHM academic staff  3. Organisation of career days and similar activities for potential students  4. Establishing joint double degree programs with various institutions   1. Increasing the number of international accreditations and ensuring the continuation of the existing accreditations (TEDQUAL, FIBAA, CITY & GUILDS 2. vb.)   6. Obtaining discounted group prices from airlines for international students and their families  7. Establishing a database by collecting the personal details of STHM graduates  8. Organising summer facultys targeted towards graduates and potential students  9. Ensuring the organisation of various events at graduates’ countries  10. Increasing the scholarship opportunities for international students | \* University budget  \* Organiser  \* Academic staff members  \* Organiser  \* Academic staff members  \* University budget  \* Ministry of tourism  \* Private sector  \* Students  \* Academic staff members  \* University budget  \* Faculty Board  \* University budget  \* Hotels  \* Agencies  \* Airline companies  \* Graduates  \* University budget  \* University budget  \* University budget | Assoc. Prof .Dr. Hamed Rezapouraghdam  Asist. Prof. Dr. Özlem Altun  Assist. Prof. Dr. Rüçhan Kayaman  Assist. Prof. Dr. Rüçhan Kayaman  Accreditation committee  Assoc. Prof. Dr. Mine Haktanır  Alumni Relations Committee  Faculty Promotion Committee  Faculty Promotion Committee | On dates demanded by institutions in demand of training  On dates of demand  Annually, every March and June  At every academic semester, with a new institution  March 2023  May 2023  June 2023 (to be updated every following year)  June 2023  March 2023  September 2023 | 100 participants  100 new students  150 participants  100 new students  Twice a year  Establishing agreement with minimum 5 institutions  1 new international accreditation  Discount of 50 % in ticket prices  Reaching 250 graduates  Once every year  Two organisations per year  %50 scholarship opportunity  10 full-time  10 part-time assistants |